

## UNIVERSITY OF DELHI

COURSE NAME: B.A. (VS) MARKETING MANAGEMENT AND  
RETAIL BUSINESS(SEMESTER – 1)

based on  
Undergraduate Curriculum Framework 2022 (UGCF)  
(Effective from Academic Year 2022-23)



University of Delhi

List of DSC Papers

Course Title	Nature of the Course	Total Credits	Components			Contents of the course and reference is in
			Lecture	Tutorial	Practical	
Marketing Management-I	DSC-1.1	4	3	1	0	Annexure-I
Fundamental of Management and Retailing	DSC-1.2	4	3	1	0	Annexure-II
Microeconomics for Retailing Business	DSC-1.3	4	3	1	0	Annexure-III

List of GE Papers

Course Title	Nature of the Course	Total Credits	Components			Contents of the course and reference is in
			Lecture	Tutorial	Practical	
LANGUAGE 1	GE	4	3	1	0	Not Mentioned

**B.A. (VS) Marketing Management and Retail Business****DSC 1.1****Marketing Management-I****Core Discipline - (CD) Credit: 4****Duration: 3 hours****Marks: 100****Objective:**

1. To provide the basic knowledge of different concepts of marketing
2. To make the students acquainted with various environments affecting marketing decisions
3. To enable the students to learn the methods of product life cycle and pricing.
4. To aware students about latest issues and developments in marketing

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Classify marketing environment and how to use market segmentation
2. Interpret product life cycle and pricing strategies in their day to day life.
3. appraise the role of promotion in marketing.
4. Identify issues and developments in marketing

**Course Contents:**

<b>Unit</b>	<b>Unit wise weightage of marks (in %)</b>	<b>C&amp;K*</b>	<b>A&amp;A**</b>
<b>Unit 1: Introduction</b>	25%	√	√
<b>Unit 2: Marketing Environment and Segmentation</b>	30%	√	√
<b>Unit 3: Product Life Cycle and Pricing</b>	25%	√	√
<b>Unit 4: Promotion, Issues and Developments in Marketing</b>	20%	√	√

\*C&amp;K- Comprehension &amp; Knowledge

\*\*A&amp;A – Analysis &amp; Application

**UNIT-I Introduction:**

Evolution of Marketing concepts, meaning, nature, scope and importance of marketing, Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Features of Marketing, Selling Vs Marketing, traditional and modern concept of marketing. Functions of marketing,

Marketing Mix – The elements of marketing mix, Approaches to the study of marketing and economic development, holistic Marketing concept

### **UNIT-II Marketing Environment and Segmentation:**

Definition, Types and Components of Marketing (Micro and Macro) Need & trends in the Macro environment – Demographic, Economic Natural, Technological, Political, Legal, and Cultural environment) Market Segmentation: Concept, Importance, and Bases. Requisites of sound marketing segmentation Market Positioning: Concept & Importance, Market Repositioning. Product Differentiation Vs Market Segmentation,

### **Unit III Product Life Cycle and Pricing:**

Product Life Cycle concept and process, New Product Development process, Concept of Market Targeting and Positioning; Undifferentiated marketing – Concentrated marketing; Price- concept, meaning and objectives, price determination, factors influencing pricing policy, method of pricing policies and strategies

### **Unit IV Promotion, Issues and Developments in Marketing:**

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity; Contemporary Issues in Marketing; Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Cyber marketing; Green Marketing, Relationship marketing and other developments of marketing

Practical Exercises:

1. you are the marketing manager of a firm producing motorcycle. On what basis will you segment the market? Outline a marketing program for these segments while highlighting how these programs vary from one segment to the other.
2. compare the pricing strategy used by recently launched products.
3. conduct a field survey to analyse the marketing segmentation strategy of a product of your choice.
4. prepare a marketing mix strategy for promoting electric cars in India and present the same justifying the reasons thereof.
5. through a role play imagine you are appointed as a salesperson to market a newly launched product of your choice (high involvement and low involvement product). What steps will you undertake in developing a new product?

### **Suggested Readings:**

1. Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition.
2. Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A. (2010). Marketing. McGraw Hill.
3. Masterson, R. (2022), Marketing, 5ed., Sage Textbook
4. Baines Et AL(2021).Fundamentals of Marketing.Oxford University Press
5. Ramaswamy, N, (2018), Marketing Management, Sage TextbookKapoor, N. (2021). Principles of Marketing. Prentice Hall of India

**Note: Latest edition of the book may be use.**

**B.A. (VS) Marketing Management and Retail Business****DSC 1.2****Fundamental of Management and Retailing****Core Discipline - (CD) Credit: 4****Duration: 3 hours****Marks: 100****Objective:**

1. To Acquaint the Students with the Fundamentals of Managing Business.
2. To provide basic understanding of retail business, and familiarize with the changing retail environment.
3. To adopt various retailing strategies and make aware of the various types of retail structure.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. describe evolution of management and its significance and analyze how organisations adapt and changes in organisation structures over time.
2. assess the role of organisation and direction in business understand the function of controlling and contemporary issues in management
3. create an inclusive perspective on the background of retail management
4. acquire a conceptualized framework to classify and analyse the retail business structure.

**Course Contents:**

<b>Unit</b>	<b>Unit wise weightage of marks (in %)</b>	<b>C&amp;K*</b>	<b>A&amp;A**</b>
<b>Unit 1: Introduction to Management</b>	25%	√	√
<b>Unit 2: Planning Organizing, Directing and Controlling</b>	25%	√	√
<b>Unit 3: Retailing</b>	25%	√	√
<b>Unit 4: Retailing Structure</b>	25%	√	√

\*C&amp;K- Comprehension &amp; Knowledge

\*\*A&amp;A – Analysis &amp; Application

## **Unit 1: Introduction to Management**

Principles of management - concept, nature and significance; Evolution of Management thought: Classical (Fayol's principles of management; Taylor's scientific management), Neoclassical (Hawthorne Experiments), Modern approach (Systems Approach; Contingency Approach). Coordination - concept, characteristics and importance; Functional areas of management – an overview.

## **Unit 2: Planning Organizing, Directing and Controlling**

Planning- concept and meaning, strategic and operations planning; Decision-making, Organisational structures- traditional and modern; Factors affecting organisational design, Concept and theories of Motivation- Maslow's need hierarchy, Herzberg's two-factor theory, Theory X&Y; leadership; Communication- meaning and importance. Principles of Controlling, performing controlling function; Management challenges of the 21<sup>st</sup> Century; Century

## **Unit 3: Retailing**

Retailing: Concept, Scope function and importance of Retail Management, Evolution of Indian Retail Industry, Theories of Retail Development (Wheel of Retailing, Retail Accordation, Melting Pot Theory, Polarization Theory). Retail Environment in India, Changing Scenario of Retail Business in India Fluctuations in Retail Industry, Dealing with recession in retail industry

## **Unit 4: Retailing Structure**

Environment & competition, Competitive Environment in different Retail Sectors, Govt. Policies in Retail Sectors, Changes in consumer spending, Impact of economic fluctuation on retailing industry. Know Your Customers: Focusing on the consumer, mapping out society: Psychographics, Postmodern Consumers, Learning Attitudes, Motivation and Perception, Modeling Consumer Behavior, Contemporary Issues in Retail Management

### **Suggested Readings:**

1. Drucker, P. F. (1999). Management Challenges for the 21st Century. Harper Collins Publishers Inc.
2. Koontz, H., & Weihrich, H. (2012). Essentials of Management: An International and Leadership Perspective. McGraw Hill Publications
3. Laasch, O. (2022), Principles of Management, 2e, Sage Textbook
4. Levy, M., Weitz, B. A., & Ajay, P. (2009). Retailing Management: Tata McGraw- Hills Publg. Co. Ltd., New Delhi.
5. Newman, A.J., & Cullen, P. (2002). Retailing Environment; Operations. New Delhi: Cengage Learning India Private Limited.
6. Vedamani, G. G. (2008). Retail management. Jaico, Ed. 3rd.

### Practical Exercises:

The learners are required to:

1. assess the applicability of managerial theories in today's corporate world.
2. demonstrate the use of managerial functions in organizing an event
3. prepare a comparative analysis of organization structures of various companies.
4. discuss the impact of emerging issues in management.
5. using Maslow's Need-Hierarchy Theory, analyse various needs and prepare a report.
6. prepare an experiential report on the use of vending machines in a retail format of your choice.
7. haats are popular not only in rural India, but in urban areas too. Conduct a study on the effectiveness of their location and visual merchandising display strategy that they have adopted.
8. study the layout, merchandising and display of any store-based retail format.

**Note: Latest edition of the book may be use.**

**B.A. (VS) Marketing Management and Retail Business****DSC 1.3****Microeconomics for Retailing Business****Core Discipline - (CD)****Credit: 4****Duration: 3 hours****Marks: 100****Course Objectives:**

This course is designed to expose students to micro economic theory along with their applications with examples. The students will learn some basic principles of microeconomics to understand functioning of different kinds of market structure. This will help retailing business units in their decision making.

**Course Learning Outcomes:**

1. Students will learn to think in terms of economic trade-offs and opportunities facing a retail business unit.
2. Students will also learn to apply the fundamentals of market mechanism to real life situations confronting a retail business unit

<b>Unit</b>	<b>Unit wise weightage of marks (in %)</b>	<b>C&amp;K*</b>	<b>A&amp;A**</b>
<b>Unit 1: Understanding Demand &amp; Supply, Price and resource allocation, Elasticity, Market equilibrium.</b>	20%	√	√
<b>Unit 2: Understanding Consumer Behaviour</b>	20%	√	√
<b>Unit 3: Understanding Production, Costs and Profit maximization by Firm</b>	20%	√	√
<b>Unit 4: Understanding Market Structures</b>	20%	√	√
<b>Unit 5: Application of Microeconomics to MMRB</b>	20%	√	√

## **Content (Unit-wise):**

### **Unit 1: Understanding Demand & Supply, Price and resource allocation, Elasticity, Market equilibrium.**

Markets and competition; determinants of individual demand/supply; demand/supply schedule and demand/supply curve; market versus individual demand/supply; shifts in the demand/supply curve, demand and supply together; how prices allocate resources; elasticity and its application; controls on prices; impact and incidence of indirect taxation.

### **Unit 2 : Understanding Consumer Behaviour**

The consumption decision - budget constraint, consumption and income/price changes, demand for all other goods and price changes; preferences; consumer's optimum choice; income and substitution effects; labour supply and savings decision; choice between leisure and consumption.

### **Unit 3 : Understanding Production, Costs and Profit maximization by Firm**

Production functions. Laws of production, Producer's equilibrium with the help of isoquants and iso-cost line, Expansion path in the long run and short run Short run and long run costs curves. Economies and diseconomies of scale Short-run costs and output decisions; costs and output in the long-run

### **Unit 4: Understanding Market structures.**

Price and output determination under perfect competition, monopoly, monopolistic markets and oligopoly in short run and long run, allocative efficiency in perfect competition. Difference between monopoly and different forms of imperfect competition

### **Unit 5: Application of Microeconomics to MMRB.**

Traditional retailing versus corporate multibrand retailing, market structures; Competition, monopoly, monopsony, Waterbed effects, price flexing, case study of Shoppers Stop versus local retailing.

## **Suggested Readings:**

1. Biswas,P.K. "Corporate Retailing in the Advanced Countries: Some Salient Features", in Das, Mausumi, Sabyasachi Kar and Nandan Nawn (eds.) Economic challenges for the contemporary world: essays in honour of Prabhat Patnaik, Sage Publications, New Delhi, 2016.



2. Case, Karl E. & Ray C. Fair: Principles of Economics, Pearson Education, Inc., 3th edition, 2020.
3. David S. Evans, eds, PLATFORM ECONOMICS, Essays on Multi-Sided Businesses, Competition International, 2011.
4. Emek Basker, Handbook on the Economics of Retailing and Distribution, Edward Elgar, 2016
5. Farnham, Paul G., Economics for Managers, Pearson, latest edition.
6. Lipsey, R. and Alec Chrystal, A: Economics, Oxford University Press, 14th edition, 2020.
7. Satya P and Goel, J.K, Managerial Economics, Sage Publications, Second Revised Education, 2022.
8. Samuelson, William F. . Marks, Stephen G. Zagorsky, Jay L. Wiley, Managerial Economics, 9<sup>th</sup> edition, 2021

**Course Assessment:**                      Assignments/test - 25, Exam - 75